

## **ABSTRACT OF THE DISCLOSURE**

A system is provided to distribute electronic information contents D0 containing advertisement to a user, and process advertisement information D2 at the user side. This system comprises an information distribution apparatus 19 for distributing advertisement information D2 to the user; and a plurality of information processing apparatuses 8 for receiving and storing the electronic information contents D0 distributed from the information distribution apparatus 19, reading out the electronic information contents D0 according to the user operation, and processing the electronic information contents D2, thereby outputting the advertisement video image and its audio. With this configuration, after receipt of advertisement information, the user can see and hear an advertisement video image or audio freely processed with respect to an advertisement by the information processing apparatuses 8 in unreal time (asynchronously) like playing a game.

In this manner, there can be constructed a electronic advertisement medium which reverses a concept of an advertisement of big four mass media, the advertisement having been supplied one-sidedly conventionally, and which performs an advertisement interactively.